



World Hand Hygiene Day, 5 May 2024

WHO's SAVE LIVES: Clean Your Hands campaign, launched 2009

March 2024

<https://www.who.int/campaigns/world-hand-hygiene-day>

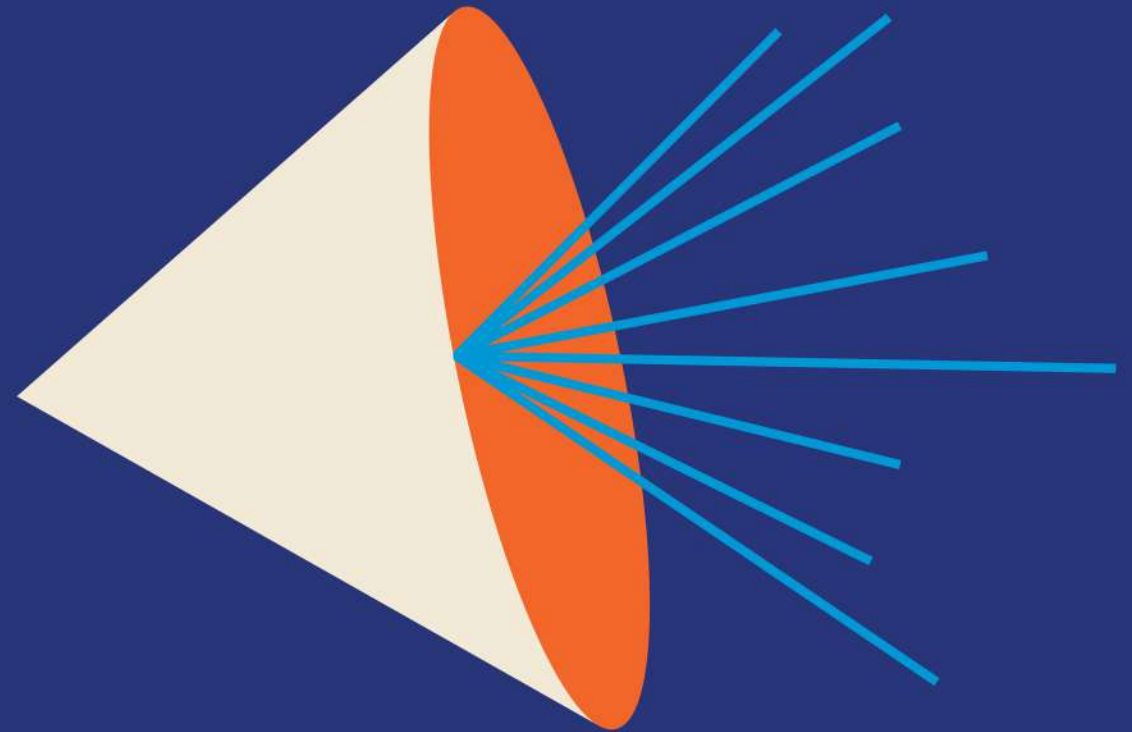


Promoting knowledge and capacity building of health and care workers through innovative and impactful training and education, on infection prevention and control, including hand hygiene.



**Why is sharing
knowledge about
hand hygiene still so
important?**

***Because it helps
stop the spread of
harmful germs in
healthcare.***



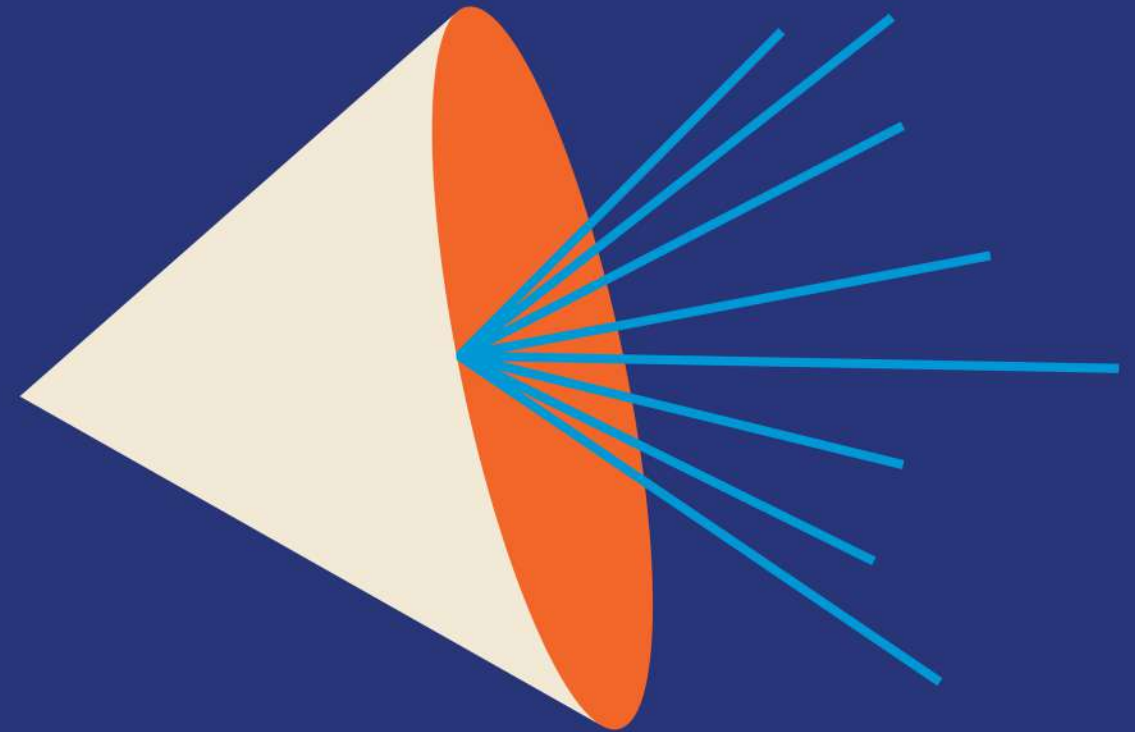
Health care associated infections (HAIs) are among the **most frequent adverse events** occurring in the context of health service delivery - 136 million cases of health care-associated antibiotic resistant infections occur worldwide every year.

Latest WHO data from 2020 states that there are **65.1 million health workers** that comprise the global workforce “stock”. This does not account for external contractors. So, 65 million health workers trained/educated & taking action on hand hygiene can help save lives.

Many countries are demonstrating strong engagement and **advancements in scaling-up** strategies and actions, but **overall progress is slow**, and gains are at risk. From the 2022 Global IPC report, only four out of 106 assessed countries (3.8%) had all minimum requirements for IPC in place at the national level.

The 2021-22 WHO global survey on national IPC programmes revealed the **common challenges and gaps** in core component #4 – IPC education and training across all regions.

Hand hygiene knowledge and action **saves millions of lives** every year, when performed at the right times in health care; while across the 34 OECD and EU/EEA countries, investing US\$ 1 in improving hand hygiene in health care settings returns about US\$ 24.6 in **economic returns** (i.e. both in health expenditure and productivity gains in the broader economy).



A health care facility activity for 5 May 2024 - Innovative training story/ experiences competition:

- *Selection criteria and a scoring system, judged by leading hand hygiene experts around the world, will allow for 3 winners to be announced on the WHO web pages!*
- The stories by IPC focal points, teams, organizations and societies, at both national or health care facility level, aim to outline their experiences (with web links, pictures, videos wherever possible) - to share with and inspire others (based on the submission guidance provided - EN only requested).
- Submissions are with savelives@who.int
<https://www.who.int/news-room/articles-detail/share-your-innovative-ipc-hand-hygiene-training-story!>



What can you do to support WHHD?



5 May 2024

Maintain the profile and bring people together:

- Get active - and gather support!
- *Web page features*
- *Newsletters*
- *Targeted emails*
- *Webinars*
- *Social media*
- *Blogs*
- *Events*
- *Other ideas?*

Objectives of WHHD 2024

- **Strengthen learning approaches** to enable implementation of innovative and effective training to empower health and care workers to improve hand hygiene and IPC at point of care with enhanced knowledge, skills and behaviours.
- **Promote access** to innovative hand hygiene and IPC training resources for health and care workers.
- **Raise awareness** about the importance of knowledge and learning on hand hygiene at the right times to prevent a range of infectious diseases.
- **Encourage measurement and evaluation mechanisms** to assess the impact of training and education on IPC standards and practices including hand hygiene, including their effect on the prevention of HAI and AMR.

**Resources
available for you**



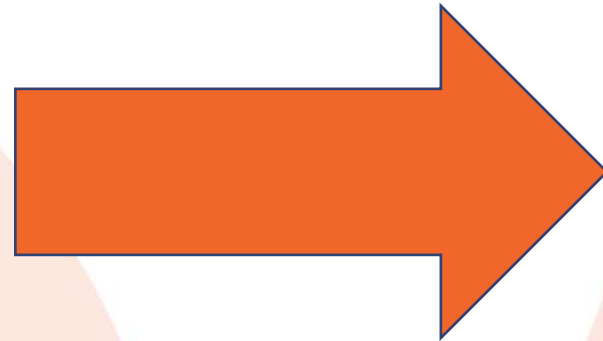
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5 May 2024



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Resources to help you:

- Campaign web banner
- WHO IPC newsletter text
- WHO advocacy PPT
- WHO template social media messages, WHO corporate account social messages - coming soon!

[ASK WHO - or -](#)

<https://www.who.int/campaigns/world-hand-hygiene-day>

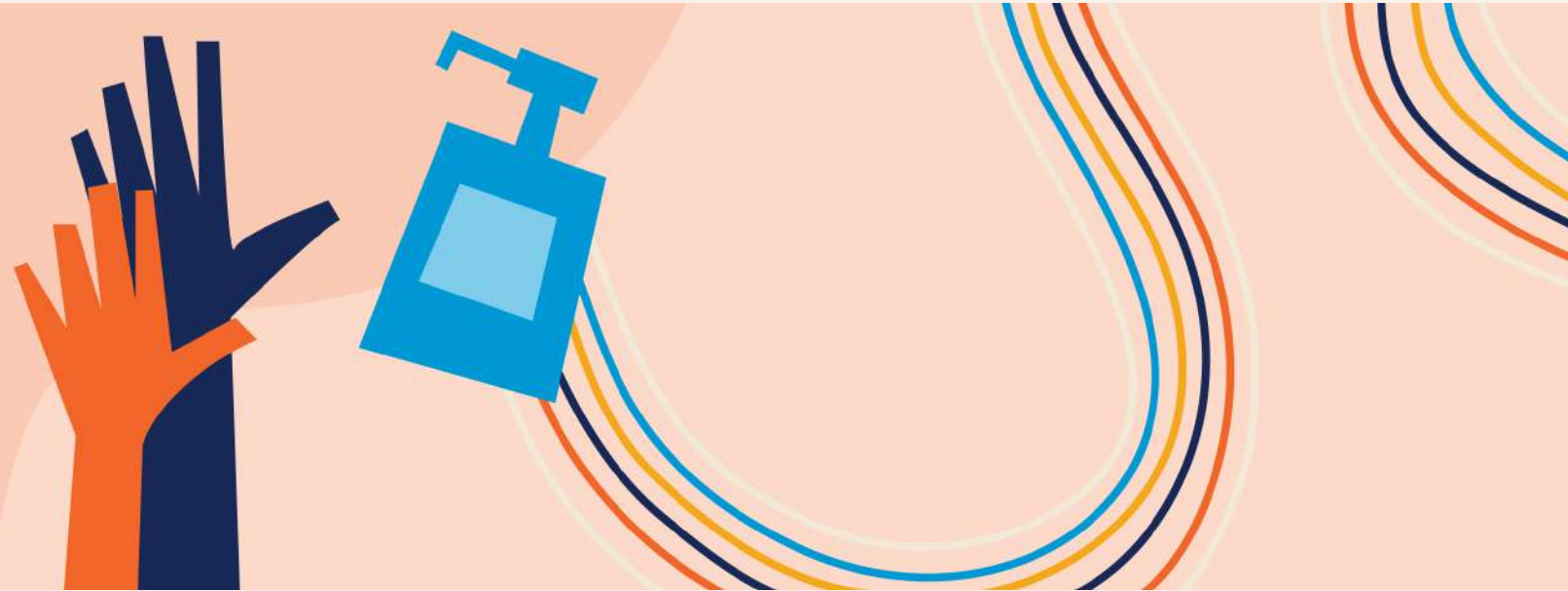
Web, newsletter and email banners - available for all to use

WHHD, 5 May 2024



World Hand Hygiene Day 2024

SAVE LIVES
Clean Your Hands



The main campaign poster

Available in two colours (orange and blue tones) in all UN languages



A Q&A style campaign, to remind all target audiences that hand hygiene is as important as ever and to combat campaign fatigue, was conceived. *By presenting the theme as a question, people immediately try to answer it before looking for the official response. They remain engaged with the message and start to think rather than ignoring it. This also creates a vehicle for hyper relevant responses that ‘push the right buttons’ for each audience group. Essentially, this new and different approach could shake up how the audiences interact with the campaign and make them think more.*

Campaign visuals being bold have a specific aim. Paper-cut/collage style creates hand-crafted feel and communicates human touch and the images signify spreading the word. A bright, impactful colour palette complements bold graphics. Tints and neutral colours add to calming the palette.”

<https://www.who.int/campaigns/world-hand-hygiene-day/world-hand-hygiene-day-2024>



Target audience posters

Health and care workers, IPC professionals, policy/decision makers, the public



لماذا تظل مشاركة
المعرفة حول نظافة
اليدين بالغة الأهمية؟

لأن نظافة اليدين وسيلة
فعالة للغاية في الوقاية
من العدوى.

SAVE LIVES
Clean Your Hands

Pourquoi est-il
encore si important
de diffuser des
informations sur
l'hygiène des mains ?

Parce que l'hygiène des
mains est un moyen
efficace d'éviter les
infections.

SAVE LIVES
Clean Your Hands

¿Por qué es tan
importante difundir
conocimientos sobre
la higiene de las
manos?

Porque la higiene de
las manos es una forma
muy rentable de lograr
las metas de salud
pública.

SAVE LIVES
Clean Your Hands

Почему по-прежнему
важно делиться
знаниями о соблюдении
гигиены рук?

Потому что соблюдение
гигиены рук – очень
эффективный способ
защиты людей от
инфекций.

SAVE LIVES
Clean Your Hands

SAVE LIVES
Clean Your Hands

因为手卫生是保护
人们免受感染的非常有效方法。

为什么宣讲手
卫生知识仍然
十分重要？

Short, teaser video - full video to come!

Hand hygiene is universal - a quality indicator



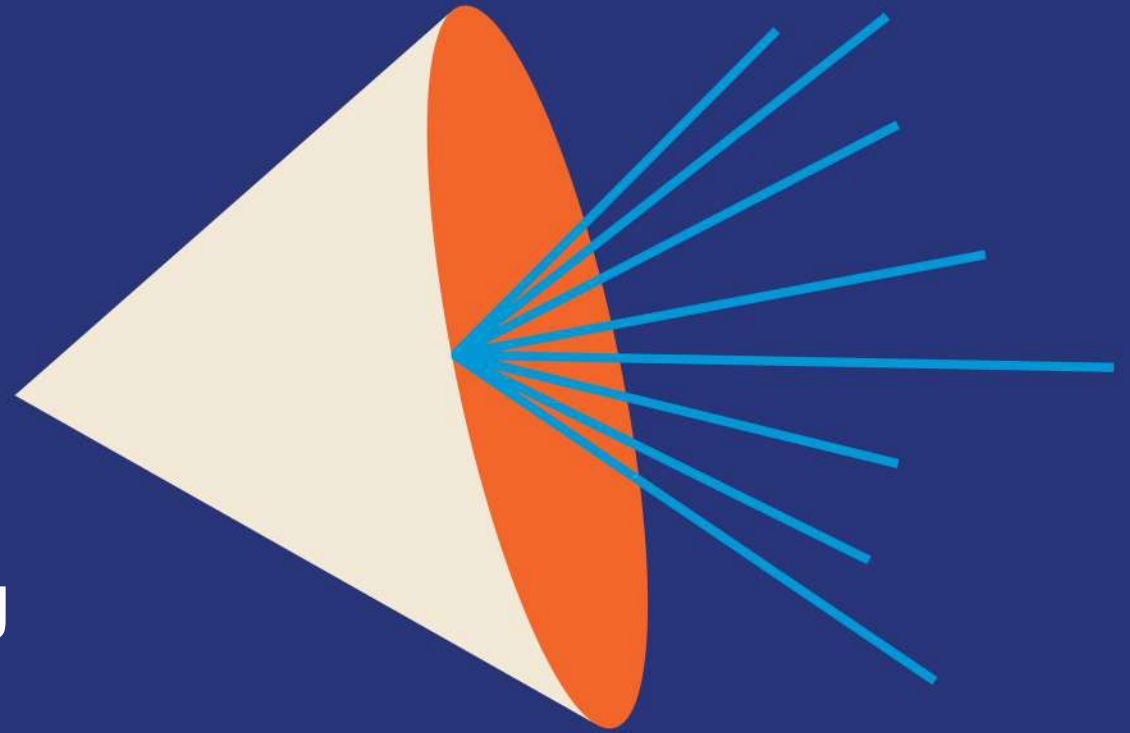
WHHD, 5 May 2024

https://www.youtube.com/watch?v=Htd41Gj8_zg

Sharing your knowledge about hand hygiene: the opportunity of next 5 May 2024!

Launching now and soon:

- your own poster maker!
- a virtual campaign badge to personalize, for online promotions - be part of the community!
- social media tiles and template messages
- promotional communications including journal features, updated facts and figures, webinar(s)



Your very own poster maker for WHHD, 5 May 2024



- Create your own version of the World Hand Hygiene Day campaign poster.
- Print and post to highlight to colleagues why sharing knowledge about hand hygiene is still so important.
- If sharing on social media use #handhygiene so others active in the campaign can see your posters.



New - a virtual badge for WHHD, 5 May 2024

- show your commitment



- By using this 'new for 2024' badge you can be part of the world hand hygiene day community and always show your support.
- This badge will be launched in April for you to share with others and to use to highlight that we all continue to raise awareness and come together every year on 5 May.
 - *An overlay 'badge' - a transparent background campaign PNG, with a file for people to upload their image and export the overlaid PNG to post*
 - *A solid 'badge' – a PNG file to be uploaded as a standard profile picture or printed at home/in office and cut out to make a real badge!*



Be proud to be part of WHO's world hand hygiene day!

WHO webinars



16 April - new warming up webinar for 2024 - & 6 May 2024

Why is sharing knowledge about hand hygiene still so important

Because it helps stop the spread of harmful germs in health care

SAVE LIVES
Clean Your Hands

Warming up for World Hand Hygiene Day 2024

16 April 2024 13:00 – 14:00 UTC Time

SAVE LIVES
Clean Your Hands

World Hand Hygiene Day 2024 - why is sharing knowledge about hand hygiene still so important?

6 May 2024 14:00 – 15:30 UTC Time

Related

Welcome to the International Alien Hospital, year 2224...

Special webinar on “My 5 Moments: The Game” – Revolutionizing Hand Hygiene Education

23 April 2024 14:00 – 15:30 UTC Time

Register:
<https://www.who.int/campaigns/world-hand-hygiene-day/world-hand-hygiene-day-2024>

Journal features - examples



WHHD, 5 May 2024

The screenshot shows the top of a journal article page. On the left is the logo for the Infection Prevention Society (IPS). In the center, there is a link for 'Journal indexing and metrics' and a 'JOURNAL HOMEPAGE' button. Below this, there is a green padlock icon indicating 'Available access', followed by 'Research article' and 'First published online March 19, 2024'. The main title of the article is 'World Health Organization World Hand Hygiene Day, 5 May 2024. SAVE LIVES: Clean Your Hands campaign: Promoting knowledge and capacity building on infection prevention and control, including hand hygiene, among health and care workers'. Below the title, the authors are listed as 'Claire Kilpatrick, Ermira Tartari, [...], and Benedetta Allegranzi', with a '+2' icon and a link to 'View all authors and affiliations'. The 'OnlineFirst' status and the DOI 'https://doi.org/10.1177/17571774241239044' are also visible. At the bottom, there is a navigation bar with icons and labels for 'Contents', 'PDF / ePub', 'Cite article', 'Share options', 'Information, rights and permissions', and 'Metrics and citations'.

<https://journals.sagepub.com/eprint/PSHYR7HBXPYQRYA/DZ2IX/full>

The screenshot shows the top of a journal article page from Clinical Microbiology and Infection (CMI). The header includes the CMI logo, the journal title 'CLINICAL MICROBIOLOGY AND INFECTION', and the ESCMID logo with the text 'EUROPEAN SOCIETY OF CLINICAL MICROBIOLOGY AND INFECTIOUS DISEASES'. Below the header is a navigation menu with 'Articles', 'Publish', 'Collections', 'About', and 'Contact'. The main content area has a dark blue background with the text 'LETTER TO THE EDITOR | ARTICLES IN PRESS' and a 'Purchase' button. The article title is 'World Health Organization World Hand Hygiene Day, 5 May 2024. SAVE LIVES: Clean Your Hands campaign: Promoting knowledge and capacity building on infection prevention and control, including hand hygiene, among health and care workers'. The authors are listed as 'Claire Kilpatrick • Ermira Tartari • Miranda Deeves • Didier Pittet • Benedetta Allegranzi'. The publication date is 'Published: February 29, 2024' and the DOI is 'https://doi.org/10.1016/j.cmi.2024.02.017'.

[https://www.clinicalmicrobiologyandinfection.com/article/S1198-743X\(24\)00092-2/abstract](https://www.clinicalmicrobiologyandinfection.com/article/S1198-743X(24)00092-2/abstract)

Maintaining the profile and action with new resources to come:

- proposed 2024 health care facility activities on training and education including promotion of some existing tools

New for 2024!

- In-service IPC curriculum
- My 5 Moments the game (L4-5)
- PIVC/BSI guidelines and tools including the times for hand hygiene





How will you get involved, share your activities and evaluate your campaign reach?

Thank you for your support and for sharing knowledge about why hand hygiene is still so important

World Hand Hygiene Day, 5 May 2024

